



Community Development Plan

Purpose: The purpose of this Community Development Plan is to provide information and guideline assessments for community and economic development within the City of Bel Aire.

I. General

1) It is the goal of the City of Bel Aire to promote and foster quality community and economic development in the City. The City of Bel Aire objectives are: (1) retention and expansion of existing businesses (2) attraction of new commercial/retail and industrial businesses, to include development of a new Town Center (3) marketing and promoting of comprehensive community-wide events with community development as a focal point, (4) continue the support of alternate housing developments to help diversify housing options (5) maintain the character of Bel Aire through infrastructure enhancements and zoning updates during development to ensure high quality of life is met.

2. The granting of certain incentives is one of the approaches used by the city of Bel Aire to attain these goals and objectives. This list of possible incentives is provided for the benefit of industries, commercial/retail developers as well as the City's policy are designed to help guide City Staff and the Governing Body in determining the appropriate level of incentives to be provided and to insure the fair, effective and judicious use of such incentives, based on the community's overall benefit.

II. Incentives: Upon request, the City Council may consider and/or negotiate on a case by case basis any of the following incentives or amenities to attract commercial/retail and industrial developments to the community. Other reasonable requests may also be considered by the City Council. Consideration will be given to incentives that do not conflict with one another.

A. Financial Incentives (Community Development Plan) * For more specifics on financial incentives available please visit our website at www.belaireks.gov and click on economic development for the economic development policy.

Bel Aire Comprehensive Development Plan Update: The City of Bel Aire established by the will of its citizens, "a safe, family oriented, engaged community with a focus on economics and growth to ensure an independent future." Bel Aire recognizes the importance in maintaining strong neighborhoods, beautiful green spaces and a business environment well prepared for the future. The City of Bel Aire is ready to partner and collaborate into the future with new and existing businesses fulfilling the strategies set forth by the Comprehensive Development Plan.

The following is a comprehensive list of strategies the Community Development Advisory Board will undertake to ensure all of the commitments are met.

III. Community Development Plan Objectives:

- 1) Retention and expansion of existing businesses
 - a. Develop strong partnerships with local developers, realtors, and business. Contact commercial realtors several times a year. Attend business attraction events and show heavy presence in trade shows and home shows.
 - b. Consider promoting Bel Aire through larger news mediums such as TV or radio and maintain strong connection with newspapers such as Wichita Business Journal and Wichita Eagle.
- 2) Attraction of new commercial/retail and industrial development, to include development of a new Towne Center.
 - a. Explore new economic gardening opportunities and keep up-to-date on all new developments through Wichita State University, Department of Commerce, SCKEDD, and REAP.
 - b. Network more closely with developers and builders.
 - c. Develop new community development ideas through multiple city partnerships. Resource sharing is especially helpful. Help other municipalities with questions about your community.
 - d. Strengthen relationship with existing and new Chamber members and find ways to bring in new speakers to increase awareness of the community.
 - e. Develop Business brochures to exhibit resource sharing with potential businesses.
 - f. Become first city to be shovel ready for new GWEDC program (industrial park)
 - g. Partner with WATC for training and worker recruitment for businesses.
- 3) Marketing and promoting of comprehensive community-wide events with community development as focal point.
 - a. Improve Bel Aire signage along entry and exit points to create more distinct awareness of boundaries
 - b. Keep marketing materials updated as well as website management
 - i. Perform quarterly updates to website to ensure information is accurate.
 - ii. Work more closely with realtors to help them with their marketing efforts
 - c. Develop welcome to Bel Aire Booklet
 - d. Participate in new ideas to help create more interest in community, such as kite festival, car shows, fundraisers, and other outdoor activities.
 - i. Initiate an events committee responsible for implementing and or creating unique ideas for Bel Aire.
 - e. Develop partnerships with grant specialists to provide Bel Aire with more pathways to connect Central park along pipe line.
 - f. Reach out to community and get them more involved with ideas they want to see happen. Become re-designated as a “Playful City.”
 - i. Survey the community
 - g. Research and evaluate Economic and Community Development Advertising opportunities.
- 4) Continue the support for alternate housing developments to help diversify housing options
 - a. The existence of multiple styles of homes is unique to Bel Aire. A strong residential foundation is crucial to maintain a strong economy.
 - b. Retaining the family oriented environment is an asset to the City of Bel Aire.

- c. Plan and guide the development of land use into desirable and efficient patterns consistent with short and long-range community goals.
- d. Ensure a safe environment is maintained for the residents.
 - i. Encourage block parties and community wide celebrations to connect with residents.
- e. Communicate effectively with realtors as development expands
- f. Promote the wide variety of housing costs from starter homes to retirement homes and everything in between.
- g. Promote “Aging in Place concept,” stay here for your whole life.
- 5) Maintain the character of Bel Aire through infrastructure enhancements and zoning updates during development to ensure high quality of life is met.
 - a. Land use is paramount to the success future development
 - i. Land should be developed within the corporate boundaries which continue the high quality of life for the citizens of Bel Aire and to produce efficient and effective delivery of public services to the growing community.
 - b. Continue to update zoning codes and subdivision regulations, which will ensure proper development.
 - c. Remain “site ready” for any future developments within the industrial park
 - d. Establish easy access for all citizens to public services and amenities.
 - e. Continue to plan and develop greenways and pedestrian systems for creating community connections.
 - f. Promote downtown concept as well as shovel ready commercial sites.

IV. Work Force Training Options

1. Providing demographic information, including population, work force, and labor market statistics.
 - Investments in Major Projects and Comprehensive Training (IMPACT)

The Impact program has two major components:

1. State of Kansas Investments in Lifelong Learning (SKILL)
2. Major Project Investment fund (MPI). SKILL funds are used for workforce training costs. MPI covers other expenses associated with business expansion.

2. Kansas Industrial Training (KIT)

- The KIT program provides training assistance to manufacturing, distribution, and regional or national service firms in the process of adding five or more new jobs to a new or existing Kansas facility. KIT can pay the negotiated cost of pre-employment, on-the-job, and classroom training expenses. Training expenses include curriculum planning and development, instructor salaries, travel expenses, minor equipment, training aids, textbooks, supplies, and materials.

3. Kansas Industrial Retraining (KIR)

- The KIR program provides retraining assistance to employees who are likely to be displaced because of obsolete or inadequate job skills. Eligible companies include those restructuring their operations through incorporation of existing technology, diversification of production, or development and implementation of new production activities. The KIR program can pay for training costs similar to those eligible under the KIT program. KIR requires matching funds from the participating company. Projects are funded on a competitive basis and are awarded every two months.

4. Kansas 1st Workforce Training

- Kansas 1st is about jobs for Kansans and skilled employees for employers. The Kansas 1st initiative links our post-secondary schools with state and federally funded workforce training and labor exchange programs to form a seamless, integrated workforce development system that is responsive and relevant to employers. Kansas 1st revolutionizes the way that Kansas provides workforce development programs and services for employers and job seekers. Through Kansas 1st, community colleges and technical colleges will deliver more training for employers and job seekers will have improved access to career oriented positions with employers. The result: We provide qualified employees for any employer anywhere in Kansas.

5. Wichita Area Technical College (WATC)

- Wichita Area Technical College is Wichita's largest Workforce Skills Training Organization offering skills training at the employer's site, in WATC classrooms and labs, or on-line. WATC provides manufacturing skills training, business skills training, skills training for service industries, and continuing education for healthcare. They measure success by the number of students who are placed with jobs, rather than the number of students they accept. Most importantly, they work hand – in-hand with employers to determine their job needs now and into the future so their students graduate with the right skills.

5. Other Programs

PRIDE Program

- The Kansas PRIDE program is a volunteer grassroots effort to improve the quality of life in communities. Each Kansas community is unique and shares a common bond: a rich heritage based on self-reliance and community pride. The program is intended to encourage communities, regardless of size, to carry out a program of total community improvement. The particular focus of a community's program and its specific objectives will depend upon the needs within the community. Since 1970, the Kansas PRIDE program has assisted and encouraged communities to prepare for the future by building on their heritage and forming a vision of the future. The goal of PRIDE is to help maximize community and economic development efforts by encouraging all groups to coordinate and work collaboratively for community betterment.

KAN STEP Program:

- The KAN STEP program is designed to help Kansas communities address a community development need through sweat equity and volunteerism at the local level. A minimum of 40 percent savings over "retail costs" must be shown through this self-help process. Water, sewer, and buildings are the only eligible items through this program. Examples of eligible buildings may include senior centers, community buildings, and fire stations.